

Merchlogix Publishes Complete Planogram Compliance Playbook for U.S. Retailers

Merchlogix has released an in-depth planogram compliance playbook that helps U.S. retailers measure, verify, and sustain shelf execution across every store.

ATLANTA, GA, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Atlanta-based retail merchandising software company Merchlogix has published the Complete Planogram [Compliance Playbook](#), an in-depth 2026 guide that gives retailers across the United States a practical system for measuring,

verifying, and sustaining planogram compliance in every store. Rather than treating a tidy-looking shelf as proof of success, the playbook defines compliance as whether the current approved planogram is executed accurately, confirmed with evidence, and held in place through version control, task ownership, and audit trails.



“

We built this playbook from what actually works in stores, not theory. Retailers deserve a clear way to measure planogram compliance, prove execution with evidence, and fix problems fast.”

Nick Downey, Founder / CEO

Closing the Retail Execution Gap

The playbook centers on what it calls the execution gap: the divergence between what the plan headquarters approves and the shelf a shopper actually encounters. For retail leaders, that gap is expensive and often invisible.

The guide notes that retailers lose an estimated 1% to 15% of revenue to non-compliance with merchandising objectives, references research pointing to roughly 8.1% profit uplift from stronger shelf compliance, and cites

McKinsey research linking inefficient store operations to 5% to 10% labor cost inflation.

Without evidence-based measurement, the playbook argues, an underperforming category cannot be traced to a flawed strategy versus flawed retail execution, leaving teams guessing about where to intervene.

What the Planogram Compliance Playbook Covers

The resource is built to be used, not just read. It opens by separating three terms that organizations routinely conflate: the planogram itself (a to-scale fixture map), planogram compliance (how closely the shelf matches that map), and shelf compliance (the broader picture of availability and pricing).

From there, it lays out a measurement framework with specific KPIs, including placement accuracy, facing accuracy, sequence accuracy, presence and wrong-SKU rates, time-to-fix, and rework, each paired with a formula and an evidence requirement such as a photo or digital sign-off.

A closed-loop workflow anchors the operational side, moving each issue through a Detect, Assign, Fix, and Verify sequence so that non-compliance is not just spotted but corrected and confirmed.

The playbook also details the governance that keeps a program alive across hundreds of locations, from version-control naming conventions and approval workflows to audit trails and RACI ownership matrices.

Practical templates round it out, including a phased 30/60/90-day rollout that starts with a small pilot of one or two categories across 20 to 40 stores before scaling to regional deployment and governance hardening. They also provide helpful [checklists and RFP templates](#).

Guidance Grounded in the Store, Not the Slide

Several sections reflect field realities that generic advice tends to skip. The guide devotes attention to grocery, where fixture variability, roughly 22 retail seasons a year, and perishable turnover make store clustering far more effective than a single generic planogram.

It offers a candid take on technology selection, urging retailers to weigh planogram software on mobile distribution, photo validation, issue routing, and analytics rather than "pretty shelf renderings," and it treats AI image recognition as an additive layer rather than a foundation. One internal Merchlogix figure underscores the urgency of fresh data: across its customer base, the average half-life of store data is 18 days, meaning accuracy decays quickly without ongoing evidence collection.

Planogram Software Serving National Chains and Boutique Retailers Alike

The playbook reflects how Merchlogix approaches planogram compliance software for very different kinds of operators. Large national chains use its cloud-based planogram software to enforce consistency and accountability across thousands of stores, while regional and boutique

retailers use the same system to punch above their weight without enterprise overhead. Because the platform includes unlimited users at no additional cost, store teams, field managers, and headquarters can all work from one source of truth. Store clustering and retailer-specific instructions, delivered through tools such as the company's Navigator guide, let each location follow a plan tuned to its fixtures and shopper base, turning compliance into a driver of store differentiation rather than a rigid, one-size-fits-all mandate.

A Planogram Compliance Playbook Built on Operational Experience

Merchlogix positions the guide as the distillation of years spent helping retailers translate merchandising strategy into what actually happens on the shelf. By pairing a maturity-model framework with ready-to-use templates and KPI ownership matrices, the company aims to give both first-time and advanced teams a shared language for measuring and improving planogram compliance.

"We built this playbook from what actually works in stores, not theory. Retailers deserve a clear way to measure planogram compliance, prove execution with evidence, and fix problems fast," said Nick Downey, Founder and CEO of Merchlogix.

The Complete Planogram Compliance Playbook is available now on the Merchlogix website as a free resource for merchandising, operations, and category leaders evaluating how to strengthen store-level execution.

About Merchlogix

Merchlogix is a retail merchandising and space-planning software company based in Atlanta, Georgia, serving retailers across the United States. Its cloud platform spans floor planning, planogramming, in-store execution, and compliance tracking, helping national chains and independent retailers alike turn merchandising strategy into consistent execution in every store. More information and the Complete Planogram Compliance Playbook are available at <https://merchlogix.com>.

Nick Downey

Merchlogix

+1 800-590-2154

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/933651186>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire,

Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.